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the **CONDUIT**

Minority and Women's Business Enterprises Division

October 2008

Edition

Coming Soon!

Deputy Commissioners Corner



Alice Watson, Deputy Commissioner of the Department of Administration Minority & Women's Business Enterprises will be writing a monthly column addressing issues facing minority and women's business enterprises. Look for her column in the next edition of The Conduit!

Do you want to do business with the State of Indiana?

click below for more information

[Doing Business with the State: A How-To Guide](#)

[Procurement](#)

[Public Works](#)

[Indiana Department of Transportation \(INDOT\)](#)

Contracting Opportunity

MWBE Opportunities of up to \$20 Million

Accelerate 465 is an Indiana Department of Transportation (INDOT) highway reconstruction project for the reconstruction of an eleven mile corridor of Interstate 465 from south of the I-70/I-465 interchange to just south of the 56th Street interchange. This project will expand capacity, improve motorist safety, and upgrade geometrics (road design) to current standards.

The Accelerate I-465 Westside Project letting information is now available at the INDOT letting information webpage (<http://www.in.gov/dot/div/contracts/letting/index.html>). The contract numbers particular to this project are:

IR-29767-A (US40 Interchange and southern mainline) also referred to as A
IR-29411-A (middle section mainline), also referred to as B
IR-30411-A (10th St. Interchange and northern mainline) also referred to as C

The combined single contract number is IR-31230-A

A pre-bid meeting is scheduled for Tuesday October 14, 2008, at 1:30PM. The meeting will be held at the INDOT Greenfield District Offices, 32 South Broadway, Greenfield, Indiana.

Welcome to our New Outreach Manager!



Terrie Daniel, Outreach Manager
Minority and Women's Business Enterprises Division

As of mid September, Terrie Daniel accepted the role of Outreach Manager with the Department of Administration Minority & Women's Business Enterprises Division. Terrie comes to the division with an extensive background in project management and was the 2008 Chair of the Indiana Black Expo Business Conference, an event geared toward Minority- and Women-owned businesses. Terrie can be reached by calling (317) 233-6607 or by email at tdaniel@idoa.in.gov.

Tips for Staying Connected

Are you looking for other agencies that may be able to help your business?

Check out these community resources:

<http://www.in.gov/idoa/3505.htm>

Upcoming Training and Workshop Events

"Maximizing Opportunities & Minimizing Liabilities"

Have you had difficulties as a sub contractor negotiating with prime contractors? If so, then this is the training workshop for you!

The State of Indiana's Minority and Women's Business Enterprises Division, in collaboration with the City of Indianapolis' Minority Business Development Division, will be hosting a workshop dealing specifically with the issues surrounding sub contracting negotiations with prime contractors. This training event provides a venue where sub contractors can receive first-hand information from primes, certified MWBEs and legal counsel who have experience in contracting negotiations. This will be an ongoing collaborative effort the State of Indiana Department of Administration Minority and Women's Business Enterprises Division under the direction of Deputy Commissioner, Alice Watson and the City

of Indianapolis Minority Business Development Division under the direction of Greg Wilson.

When: November 12, 2008
 Where: Indiana Historical Society
 450 West Ohio Street, Indianapolis, IN 46202
 Time: 10AM - Noon

For more information and registration: <http://www.in.gov/confreg>

Purdue University to host "4th Annual Relationships to Partnerships Sessions"

Since February, 2005, Purdue University has invited hundreds of MWBEs to the West Lafayette campus to meet with buyers, prime contractors and end-users of a wide range of goods and services.

On November 20, 2008, Purdue University in collaboration with the Supplier Diversity Development Coalition of Greater Lafayette in an effort to increase the opportunities available to MWBEs and will again host the 4th Annual Relationships to Partnerships Sessions.

This will be an opportunity for MWBEs to meet with buyers from the Supplier Diversity Development Coalition of Greater Lafayette and representatives from companies such as Freitag-Weinhardt, Tate & Lyle, Caterpillar, Ivy Tech Community College, Eli Lilly, and Purdue University just to name a few.

This event will include workshop sessions and a luncheon featuring keynote speaker Reggie Williams, who has appeared on national PBS television and in many trade journals where his column on business diversity has been featured. He is also the author of *2nd Tier Minority Purchasing: Effective Strategies in Supplier Diversity*.™

For more information or to register for this conference, contact Ed Keller at (765) 494-9482 or ebkeller@purdue.edu.

Contracting Opportunity Event: Connecting Buyers and Sellers

The Children's Museum of Indianapolis, City of Indianapolis, Indianapolis Zoo, NCAA and United Way of Central Indiana have again partnered to present the ***Contracting Opportunity Event: Connecting Buyers and Sellers***. This event is targeted to increase spending with MWBEs in the State of Indiana.

Registration is not required and free parking is available in the garage on Illinois Street.

When: October 13, 2008
 Where: Children's Museum of Indianapolis
 3000 N. Meridian Street, Indianapolis, IN 46208
 Time: 2PM - 4:30PM

City of Indianapolis Partners with BOI to Present Workshop Series

The City of Indianapolis and the Central Indiana Women's Business Center, a program of Business Ownership Initiative of Indiana, is joining forces with the Indianapolis Marion County Public Library and the U.S. Small Business Administration to present a series of workshops designed to enhance the business skills of certified vendors who do business with the city.

"The purpose of the training program is to help Minority and Women Businesses start right, sustain and grow their businesses," said Weilin Long, the city's administrator of Minority Business Development.

The five-workshop series will be held at locations throughout Indianapolis, and covers the following topics:

- **Beginning Your Business**
Monday, Oct. 20, 10AM - 12PM, Southport Branch Library
- **Contracts for Small Business**
Friday, Oct. 24, 3PM - 5PM, Warren Branch Library
- **Money Management and Finance**
Wednesday, Oct 29, 3PM - 5PM, Wayne Branch Library
- **Sales, Marketing and Other 2009 Planning**
Thursday, Nov. 6, 3PM - 5PM, SBA - North Side Location
- **Establishing Basics and Planning Methods**
Saturday, Nov.15, 10AM - 12PM Central Library.
This workshop will be presented by a Spanish-speaking trainer.

For more information and registration: Call (317) 917-3266 ext. 100
or information@businessownership.org

Interesting Facts You May Want To Know

How important are small businesses to the U.S. economy?
Small firms:

- Represent 99.7 percent of all employer firms.
- Employ about half of all private sector employees.
- Pay nearly 45 percent of total U.S. private payroll.
- Have generated 60 to 80 percent of net new jobs annually over the last decade.
- Create more than half of nonfarm private gross domestic product (GDP).
- Hire 40 percent of high tech workers (such as scientists, engineers, and computer workers).
- Are 52 percent home-based and 2 percent franchises.
- Made up 97.3 percent of all identified exporters and produced 28.9 percent of the known export value in FY 2006.
- Produce 13 times more patents per employee than large patenting firms; these patents are twice as likely as large firm patents to be among the one percent most cited.

Source: U.S. Dept. of Commerce, Bureau of the Census and International Trade Administration; Advocacy-funded research by Kathryn Kobe, 2007 (www.sba.gov/advo/research/rs299tot.pdf) and CHI Research, 2003

(www.sba.gov/advo/research/rs225tot.pdf); Federal Procurement Data System; U.S. Dept. of Labor, Bureau of Labor Statistics.

Calendar of Events

October 2008

- 11 - 12 Indianapolis International Airport Community Days
(Free Public Open House)
Take I-70 to Exit 68 and follow the signs.
The new airport address is 7800 Col. H. Weir Cook Memorial Drive.
- 13 Contracting Opportunity Event: Connecting Buyers and Sellers
Children's Museum, 3000 N. Meridian Street, Indianapolis, IN
Time 2 - 4:30PM
- 14 Pre-bid Meeting: Accelerate 465
INDOT Greenfield District Offices, 32 S. Broadway, Greenfield, IN
Time: 1:30PM

November 2008

- 12 Maximizing Opportunities & Minimizing Liabilities
Indiana Historical Society, 450 West Ohio Street, Indianapolis, IN
Time: 10 - 12PM
Online registration: <http://www.in.gov/confreg>
- 18 Certification Workshop
Presented in conjunction with the Indiana Small Business Development Council
French Lick Resort, 8670 W. State Rd. 56, French Lick, IN
Time: 2 - 4PM
Registration details to follow.
- 19 Certification and MBEC Information Session (format to be determined)
Presented in conjunction with the Southwest Indiana Chambers of Commerce
Jasper Train Depot, 2nd & Jackson St., Jasper, IN
Time: TBD
- 20 4th Annual Relationships to Partnerships
Purdue University (Stewart Center), West Lafayette, IN
Time: 8:30 - 4:30PM
Online registration: www.conf.purdue.edu/SupplierDiversity

December 2008

- 8 Minority & Women's Business Enterprises Division Commission Meeting,
Indiana Government Center South Conference Center
302 W. Washington Street, Indianapolis, IN, Conference Room A
Time: 1PM - 3PM

Can You Grow Your Business During A Recession?

Source, USA Today. Copyright Rhonda Abrams 2008

Despite the stagnant economy, nine out of ten small business owners see opportunities for their own companies, according to a just-released survey conducted for Intuit, maker of QuickBooks. More than three-fourths expect their business to grow in the coming year. This isn't just sunny optimism, either, because 65% of these small businesses have survived a recession before. What does that mean for you? Here are ways to grow even when the economy stagnates:

- Keep marketing.** Thinking of cutting your marketing budget? Don't! Businesses that maintain their marketing efforts during slow times come out of recessions healthier and with a larger market share than before the economy went downhill. Stay visible.
- Hire terrific talent.** A lot of great people are going to be getting pink slips or taking early retirement as large corporations cut back. You'll be able to attract employees with a wealth of experience - and terrific contacts - who might never have considered working for a small company before.
- Target big corporations' small customers.** In bad times, large companies cut back their services to smaller customers. But their "small" customer could be your huge customer. Go after them now.
- Become the outsource source.** Big companies are under pressure to reduce fixed costs, so if you provide services usually handled by corporate in-house staff, now's a good time to suggest they use you as an outsource provider.
- Get your finances in order.** Clean up your credit as well as your financial records. Establish a credit line at your bank. Have money available to you if you need it.
- Consider acquisition.** Are there businesses you can buy? Your competitors may want to throw in the towel, especially established small businesses with owners nearing retirement. You may be able to buy some businesses at a big discount in this environment.
- Develop a loyalty program.** It's critical to keep the customers you have. Set up a method to provide discounts or rewards to loyal customers. Even a simple punch card program can work.
- Sell from your website.** Increase profit margins by selling direct to customers and cut out the middle man whenever possible.
- Go digital.** Find ways to do more of your administrative functions on the web. Look for inexpensive outsourced services, rather than doing everything in-house with the overhead that entails.
- Concentrate on increased sales rather than new product development.** Look for new channels, new customers, rather than investing heavily in development.

Finally, stay positive. Remember, recessions are cyclical. Take advantage of opportunities now, so you'll be in a great position when the economy improves.

Congratulations on Your Certification!

The following is a listing of newly certified or re-certified businesses with the State of Indiana Department of Administration Minority and Women's Business Enterprises.
As of October 7, 2008

A Moment in Time Photography	Evansville	IN	WBE
A-R Specialty Advertising	Fort Wayne	IN	MBE
Aim Solutions, Inc	McCordsville	IN	MBE
Atlas Daylighting, LLC	West Lafayette	IN	WBE
Bradshaw Bldg Specialties, Inc	North Vernon	IN	WBE
CCC Contracting, Inc	Mitchell	IN	WBE
Cassady Electrical Contractors, Inc.	Bloomington	IN	WBE
Chaney Energy Group, LLC	Indianapolis	IN	MBE
Cooprider Golf and Recreation, Inc.	Indianapolis	IN	WBE
Copy Solutions, Inc	Ft Wayne	IN	WBE
Creative Office Solutions	Indianapolis	IN	MBE
Custom Forms, Inc.	West Lafayette	IN	MBE/WBE
Custom Surface Solutions	Frankfort	IN	WBE
Daley Concepts, Ltd.	Indianapolis	IN	WBE
Design Applications, Inc.	Indianapolis	IN	WBE
Dillterra, LLC	Lafayette	IN	WBE
Double W Construction	French Lick	IN	MBE
E.M. Hughes & Associates	Indianapolis	IN	MBE
ENOCHS Manufacturing, Inc.	Indianapolis	IN	WBE
ESG Technical Services, LLC	Indianapolis	IN	MBE
ETJ Enterprise, Ltd	Fishers	IN	MBE/WBE
Fast Coffee Service, Inc.	Chesterton	IN	WBE
Figment Group, Inc.	LaPorte	IN	WBE
H & S Products, LLC	Indianapolis	IN	MBE
HCO, Inc.	Indianapolis	IN	MBE
Health Information Consultants	Warsaw	IN	WBE
Henry Trucking	Indianapolis	IN	MBE
Hubinger Landscaping Corporation	Crown Point	IN	WBE
Indiana Minority Health Coalition	Indianapolis	IN	MBE / WBE
Ivy Advising	Indianapolis	IN	MBE
J Milliken Consulting	Fishers	IN	WBE
JDS Distributors, Inc.	Gary	IN	MBE/WBE
Joelle J. Larsen Consulting, Inc.	Indianapolis	IN	WBE
M & R Constructors Inc of Indiana	Indianapolis	IN	MBE
MLE Enterprises, Inc.	Terre Haute	IN	WBE
Magnum Logistics, Inc.	Indianapolis	IN	MBE
McCormick Engineering, LLC	South Bend	IN	WBE
NUBIAN TRANSPORT	INDIANAPOLIS	IN	MBE/WBE
Nostaw Companies Inc.	Indianapolis	IN	WBE
P.J. Krueger-HR Solutions, LLC	Long Beach	IN	WBE
PDA Worldwide Inc.	Indianapolis	IN	MBE/WBE
Paragon Painting Company, LLC	Columbus	IN	WBE

Precision Cadcam, Inc.	Indianapolis	IN	MBE
Premiums Plus, Inc.	Evansville	IN	WBE
Promotus Advertising Company	Indianapolis	IN	MBE
Quality Setters	Bremen	IN	MBE/WBE
Redirections, Inc.	Indianapolis	IN	WBE
Reeves Transportation Service Inc	Indianapolis	IN	MBE
S & P Construction, LLC	Indianapolis	IN	MBE
SJ Consulting, Inc.	Indianapolis	IN	MBE
Specialized Staffing Solutions, LLC	South Bend	IN	WBE
Synovia, Inc.	Indianapolis	IN	WBE
The MAC Group Agency, Inc.	Evansville	IN	WBE
The Westerly Group Inc.	Madison	IN	WBE
Total Shred Solutions, LLC	Indianapolis	IN	MBE
Universal Tool & Supply Company, Inc.	Indianapolis	IN	MBE/WBE
Walter Gregory Wright	Indianapolis	IN	MBE
Wilkins and Son Lawn Care	Indianapolis	IN	MBE

For more information on these companies please see the certification listing located on the
[Minority & Women's Business Enterprises Website](#)

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